



PURE ART FOUNDATION

2020 UPDATE

“Bringing shelter, education & first-line healthcare to marginalized communities in the developing world”

TABLE OF CONTENTS

Contents

Executive Summary	1
Introduction to the Pure Art Foundation	3
Update from Pucallpa: Resilience & Growth	5
A Look Ahead: Objectives for 2021	10
Conclusion	13
Acknowledgements	14

EXECUTIVE SUMMARY

Executive Summary

A LOOK BACK AT 2019

At the end of 2019, the Foundation reflected on its mission to promote sustainable development for marginalized communities, with a focus on youth education and empowerment of women. Goals were established to ensure the Foundation continued to engage the entire community, providing opportunities for community voice to play an ever-increasing role in the direction of the Foundation's projects. Each Pillar of the Foundation's work saw growth, development, and change - 2019 marked a key year of transition from infrastructure development, to a focus on programming and strengthening of initiatives.

2020 REFLECTIONS: THE IMPACT OF A GLOBAL PANDEMIC

There is no escaping the impact the COVID-19 pandemic has had both globally and locally. Pucallpa is no exception to this. Living in a community overwhelmed by informal housing, lacking public sanitation, and with poor access to basic health amenities is a challenge in a normal year, and the unfolding pandemic only added to the strain faced by the people of Pucallpa. The inequities encountered by this community have been further magnified.

By April 2020, the Foundation's small medical dispensary located in the Hub of Hope was receiving 40 to 45 patients per day. The dispensary's nurse, herself a graduate of the Foundation's university sponsorship program, handled the situation with endurance and determination, meeting the immediate needs of her neighbors and community. Even the entrepreneurs, the Hub's seamstresses set to work creating hundreds of masks for the community all while accepting other sewing contracts.

The confined conditions in Pucallpa mean that social distancing is not always realistic, the privilege of personal space does not extend to this community. Close quarters were coupled with increasing food insecurity due to the financial burden of the pandemic and closure of local stores. Many families were able to receive food at local food kitchens, however without adequate sanitation there were instances of food poisoning and infection. One Hub resident, Nimia, contracted a serious illness after visiting a local soup kitchen and untimely succumbed to complications, leaving behind an infant and young family of children. The passing of Nimia spurred the Foundation's newest initiative, the [Infant Care](#) program. This program seeks to address the particular vulnerability of infants in the Hub of Hope by assisting parents or guardians who are struggling to provide their children with the most essential necessities.

Thankfully, in June 2020, a generous donation made it possible to carry out major renovations at the Commedore: ventilation, adequate lighting, a new kitchen, and fully washable surfaces for better sanitation. This allowed the Commedore to reopen in August, providing much needed nutrition to the community's children.

EXECUTIVE SUMMARY

LOOKING AHEAD

While 2020 has undoubtedly had its challenges, the Foundation is ever motivated by the resiliency of the people of Pucallpa and their ability to rise to any situation they are faced with. The Foundation is excited by the opportunity to continue and expand upon its partnership with Scotiabank, through the new ScotiaRISE program, working together to uplift communities at this critical time.

To continue to progress the mission of sustainable development for marginalized communities, the Foundation has worked alongside the community to establish the following vision and objectives for 2021, which are elaborated on later in this report:

1. Education and youth programming
2. Empowerment of women
3. Health

Each of these key focus areas for 2021 delves into the implications of the COVID-19 pandemic on the community and addresses both immediate and long-term needs. Education will be a vital area of focus, with preliminary data from the Pure Art representatives on-site in Pucallpa highlighting a growing need for scholarship and support. Alongside over 300 students already receiving scholarships from the Foundation, 28 new students at the elementary and high school levels have been identified as in need of sponsors and sponsorship in the coming year.

Existing programs and initiatives must continue, but the impact of the pandemic cannot go unrecognized and unacknowledged. With support from Pure Art staff on the ground in Pucallpa, the Foundation can ensure that the highest needs of the community are met during this difficult transition year. While new challenges will undoubtedly emerge, the Foundation is confident in their ability to adapt and address changing needs, while supporting the drive for long-term sustainability.

Ellie Lawther, MPP
Consultant

February 2021

INTRODUCTION TO THE PURE ART FOUNDATION

Introduction to the Pure Art Foundation



FROM VISION TO MISSION

In a year of isolation and uncertainty for so many, the importance of family and community has never been so evident. At the Pure Art Foundation, family and community are at the heart of the work the organization carries out on a daily basis. The Pure Art Foundation was formed by Robert and Brigitte McKinnon over 15 years ago as they walked the streets of Pucallpa with their sons and were inspired by the need for change. Since then, the reach of the organization has grown, and along with it the network of supporters and community members invested in its success, both at home in Canada and at the heart of the work in Pucallpa.

The Foundation's programming in Pucallpa is built on Three Pillars of strong community: health, education, and sustainability (which includes shelter). The ultimate beneficiaries of the project are the women, children and communities in the vicinity of the Hub of Hope. Specifically, those who without the Foundation's programs would not have the financial capacity to access both primary and secondary education and skills-based employment. The ultimate success of the Foundation's work will be judged not by how many houses they have built or children they have helped attend school, but on whether the community and the programs become self-sustaining, evidence of empowerment at work.

The Foundation's initiatives are focused around the Hub of Hope (the Hub). The Hub acts as a wheel with many spokes – health, education, skills training, safe housing – and every spoke must work well in order to achieve the overarching goal of sustainable development. It has always been clear to the Foundation that basic needs must be addressed from the beginning, with input from community stakeholders.

A key annual highlight for the Foundation is the yearly expedition to Pucallpa. Founders Brigitte and Robert McKinnon are joined by dozens of self-funded volunteers, who return to Pucallpa year in and year out help to achieve the Foundation's mission. These volunteers have the chance to see the

INTRODUCTION TO THE PURE ART FOUNDATION

Foundation's work growing before their very eyes, and the joy of seeing a community brimming with excitement as their bus returns to the Hub each year. Their histories, stories, and purposes may differ, but each comes with a desire to be part of something different, something meaningful. The annual volunteer trip to Pucallpa will not happen in 2021, for the first time in 12 years. But despite all of this change, volunteers remain connected and deeply invested in the Foundation and the community it serves. There will be a time to return to Pucallpa.

As 2020 ends and 2021 begins, the importance of sponsorship at both the corporate and individual levels is ever more pressing. Donations and commitments, both large and small, have made it possible for hundreds of children to receive an education, have provided vital medical care, and have allowed women to develop the skills they need to support themselves and their families, offering a chance at a sustainable future.



UPDATE FROM PUCALLPA: RESILIENCE & GROWTH

Update from Pucallpa: Resilience & Growth

Each year the Foundation produces an update report to honor its commitment to ongoing evaluation and development. This report not only serves as an opportunity to inform donors and contributors of the work underway on the ground in Pucallpa, but also provides an opportunity for reflection on successes and areas for growth.

This section of the report will delve into the detail of 2020's key programs, which while undoubtedly impacted by the restrictions and losses of COVID-19, have continued to blossom with the leadership of dedicated members of the local community, and support from afar.

EDUCATION & YOUTH

Education has long been one of the strongest pillars of the Pure Art Foundation's work in Pucallpa. Generous donors in Canada sponsor individual children, ensuring they can attend school and receive the training they deserve. This year, a total of 350 children were enrolled for the school year due to the generous donations of sponsors. School uniforms are a mark of pride for school children in Pucallpa and while not required to attend school, children who do not purchase uniforms often feel isolated and stigmatized. While to parents in Canada the purchasing cost of a uniform may seem insignificant, it is a major barrier to education in Peru. When Pure Art volunteers see children arriving to be registered, with their freshly pressed shirts, the pride and joy on their faces is evident.

School registration is one of the major highlights of volunteer trips to Pucallpa. The school registration spans three evenings, during which children arrive with their parents to have their photo taken, confirm attendance in the coming year, and meet their sponsor if they happen to be travelling with the Foundation. The Foundation's four-member "Dream Team" runs the [One School for All](#) program year round both on site in Pucallpa and in the back-office in Canada. Year to year, this dedicated team ensures that no child's required funding for education, once begun, is ever jeopardized. They oversee communications between sponsors and students, while tracking students' performance and helping those who are particularly committed to pursue post-secondary education. This year, the One School for All program saw its first university graduate from a Hub of Hope family: Hilda Maria Luno Aliaga, who earned her degree in nursing and now runs the medical dispensary at the Hub.

In addition to the One School for All program, the Foundation supports several other youth initiatives from the Hub. The most recent of these is the [Lightkeeper Daycare](#), which began operations in 2019. The Lighthouse Daycare centre was established to meet the needs of mothers enrolled in the Foundation's Sewing Initiative. Many mothers enrolled in the initiative have young children and infants, who without the daycare would either prevent the mothers from being able to attend or be left at home to be cared for by older siblings or extended family members. The daycare enables the mothers

UPDATE FROM PUCALLPA: RESILIENCE & GROWTH

to fully invest in their own education and skills training. This past year volunteers had the privilege of attending a show put on by the children of the daycare and youth from the Commedore program (an after-school initiative supported by the Foundation at the Hub). Storytelling and performance arts offered an engaging method of supplementing the children's education and enhance their communications skills. Impressively, all their costumes were sewn by the women of the Sewing Program, demonstrating tremendous growth in their skill and capacity.

This year the Foundation launched a new program, [Infant Care](#), in memory of Nima the mother referenced earlier in this report. In her passing, Nima left an infant and along with his siblings lost their mother. The infant is now being cared for by Nima's sister-in-law who lives next door but was in need of urgent assistance to help ensure his healthy development. As the foundation's newest initiative, the Infant Care program seeks to address the particular vulnerability of infants in the Hub of Hope by assisting parents or guardians who are struggling to provide their children with the most essential necessities. This program has been put in place to make sure that a child's nutritional and clothing needs are met. Donations to this program will directly permit the purchase of items such as milk and food, as well as diapers and clothing if needed.

Within the Hub of Hope is the Comedore, the Hub's site for after-school programing and youth education. Between March 16 and June 30, 2020, the Hub was transformed to a COVID-19 friendly facility. During this renovation time, appliances were added, safe zones created, and capacity to provide more meals created. Banners and signage provided information on the importance of hand washing, sanitization, wearing of masks, and social distancing. With new protocols in place and temperatures taken, children were able to return, averting growing concerns around hunger and safe learning environments. Approximately 80 children were receiving ongoing care and supports through these programs.



UPDATE FROM PUCALLPA: RESILIENCE & GROWTH

WOMEN EMPOWERMENT

From the outset, the empowerment of women has been a prominent pillar of the Foundation's work. Women in Pucallpa wear many hats, often the sole breadwinners for themselves and extended families. Developing financial security is a pressing concern. The [Sewing Initiative](#) is a flagship project of the Foundation and deeply connected to its mission of sustainable development and empowerment. It is a skills development and entrepreneurship program that empowers women to become self-sufficient through skilled handiwork and economic freedom. Located in the Hub of Hope, the sewing centre runs 8-month long courses led by a qualified instructor 5 days a week, 3 hours a day, from April to November

After successful completion of the program, several women have formed a unique enterprise - "Creación Arte de los Manos". This business allows the women to directly generate revenue. However, due to COVID-19 restrictions, some contracts held by the enterprise were lost. Undeterred, the women refocused their efforts to produce masks for their community.

This year, during the Foundation's annual visit, two skills-training workshops took place at the Hub. The first workshop ran in conjunction with the sewing centre and Creación Arte de los Manos. Inspired by one of the visiting volunteers, the enterprise's women learned to sew netted bags, extremely trendy and eco-friendly, popular in markets back in Canada. The women learned how their creations could reach international markets to provide a source of income.

The second workshop was an artisanal soap-making workshop, where women learned how to make beautiful essential-oil-infused soaps with fragrances ranging from eucalyptus and mint to lavender and lemon. The goal of the workshop was to develop skills needed to give the women a way to generate revenue by creating a hotel-worthy product that can be sold across the country and supported by an information card about its origins. This workshop wrapped up with a sale after the participants had crafted 256 beautiful soaps.



UPDATE FROM PUCALLPA: RESILIENCE & GROWTH

HEATH

On March 8 and 9, two medical campaigns took place at the Hub's medical dispensary. For the first time, they were fully operated by the Hub's own resources, headed by pharmacist Delicia and Dr. Lucas. The Centre's new computer system and Delicia's initiative to digitize all patient files allows for greater oversight, organization, and easier follow-ups.

The first campaign was designed to target parasitic infection, common in areas of informal housing, with poor sanitation and sewage disposal. Infection leads to anemia, malnourishment and fatigue, which hinder children's ability to attend and engage with their education. The antiparasitic campaign involved 109 children and their mothers, a step towards a healthier community.

The campaign also offered an opportunity for the community to highlight and receive treatment for other complaints. For example, one three-month-old infant, half the usual size for one his age, was treated for a cleft palate that was preventing his absorption of essential nutrients, stalling his growth and harming his overall health. Another common complaint noted by parents and experienced by many of the children was respiratory problems, with asthma as the usual culprit.

The second campaign, on March 9, focused on women's and maternal health. One hundred and eighty women were seen, 80 of whom were mothers. They all expressed their gratitude and desire continued access to this kind of care and attention. The clinic screened for cervical cancer through 30 pap smears, treated pregnant women for gastrointestinal pain and helped one access crucial medication to alleviate unbearable pain from bladder stones.



SHELTER

In early March 2020, the Foundation departed Canada with 68 volunteers for Pucallpa. This trip marked the tenth volunteer mission organized by the Foundation. This year's group of volunteers was composed of a cohort of people from backgrounds spanning medicine and pharmaceuticals to construction and education.

UPDATE FROM PUCALLPA: RESILIENCE & GROWTH

These volunteers travel to Pucallpa for reasons unique to their interests and capacities, but all under the umbrella of the Foundation's [Construct A Structure Today \(C.A.S.T.\)](#) initiative. Some come to build the house they have fund-raised themselves, others to teach craftsmanship, and others to weigh in with professional know-how and insights. Volunteers painted murals, while the youngest accompanied her grandfather on his second trip to build one of the C.A.S.T. homes. Some on this 2020 trip were ten-time returnees, while others were first-timers, but they all gave of themselves with this collective goal in mind: alleviate poverty and implement sustainable development programs that create systemic change. At the end of the week, they returned to their communities, their workplace or their schools, where they helped spread the vision and expand the support base of the Foundation.

Four construction sites awaited our volunteers this year. All four were for new houses to benefit particularly struggling families in the vicinity of the Hub of Hope, as determined by evaluations led by Marie-Colette.

- The first house was for Paula, a single mother of six children.
- The second was for Pepita, her husband, her four daughters and recent grandchild. Pepita is also enrolled in our women's empowerment sewing program. She excelled and committed herself so whole-heartedly that she was awarded at the end of her training with a sewing machine from the program and will now work with the instructor to help other women obtain their certificates.
- The third house was for Rosita, who also participates in the sewing program, and her family of four. Rosita's house is the ninth consecutive home funded and built by residents of Hudson, QC.
- And finally, the fourth and biggest C.A.S.T. home yet was for 24-year-old Luis and his extended family of 21. Luis, whom the Foundation met three years ago as a boy struggling to survive Leprosy in a makeshift, overcrowded house, is now fully recovered and has a proper home to enjoy the next chapter of a healthy life.



A LOOK AHEAD: OBJECTIVES FOR 2021

A Look Ahead: Objectives for 2021

The Foundation continues to be driven by its mission to promote sustainable development for marginalized communities, with a focus on youth and empowerment of women. While 2020 brought unforeseen challenges, and at times unexpected opportunities for the community, plans for 2021 must go on, embracing change and ways to work differently. In communication with key community stakeholders, the Foundation has established the following objectives for 2021 and beyond:

1. Education and youth programming
2. Empowerment of women
3. Health

EDUCATION & YOUTH PROGRAMMING

As described, education is a foundational pillar of the Foundation's work. Attention across all levels of schooling will be important to maintain consistent enrollment and support. COVID-19 has forced adaptations to new ways of learning and connecting. The Peruvian government has introduced an "I learn at home program" for students, with TV, internet, and radio broadcasts. While well intentioned, children in the poorest areas of the country, like Pucallpa have experienced difficulties engaging, due to the lack of basic tools like internet, computers, and tablets, which are often taken for granted here in Canada. Reduced academic performance and learning-loss due to a lack of in-person teaching has been an ongoing the challenge.

An additional concern that has been brought to the Foundation's attention is that of "recuperation" where students are required to provide evidence that they have recovered any lost learning, through completing a government document allowing them to return to school and enroll in their next year. Without this confirmation, they will not be able to progress forward. The Foundation will be working with their on-site coordinators to support students through this process.

With the school year due to begin again in March, school start-up is top of mind for One School for All coordinators. To date, the Foundation has had a non-existent dropout rate, largely due to the commitment of on-the-ground Pure Art coordinators who have developed strong relationships with local families and are on hand to provide support and assistance when needed. Only when students move away from the area does a gap open in the Foundation's scholarship list. However, this year has brought additional challenges. Students need more support, guidance, and follow-up than ever before.

Among the new objectives to support the education initiative are new study rooms and proper technology tools at the Hub, within the Comedore. With these facilities in place, students can connect with coordinators and learn online. Children living in extreme poverty do not have the same levels of

A LOOK AHEAD: OBJECTIVES FOR 2021

access to technology as those living above the poverty line, and COVID-19 has only further exacerbated this persistent issue. Digital literacy is key and there needs to be a starting point with cells phone being provided in a controlled and manageable way.

As shown in the table below, the number of children attending school due to Pure Art sponsorship has grown each year, especially when looking at the progression of high school students who are graduating prepared for post-secondary studies. Looking ahead to 2021, preliminary figures show that 153 high school students are already enrolled, along with 31 in post-secondary studies, and 35 awaiting acceptance into university or technical schools. In addition, Marie-Colette has identified 28 new students at the elementary and high school levels that will require sponsorship in the coming year if the Foundation is able to find sponsors for these children. To further support students in university and technical school, the Foundation is in the process of researching what is required for students to obtain “titulo” (working papers). Access to these papers will make a huge difference to their working conditions and benefits, but the cost is prohibitive for many.

PURE ART ONE SCHOOL FOR ALL SPONSORED STUDENTS 2017-2020

	2017	2018	2019	2020
Total of children registered	272	284	330	348
Kindergarten	6	10	15	17
Elementary	115	122	136	133
High school	125	116	144	147
Post-secondary	25	16	28	28
Awaiting acceptance at university or technical school	0	19	7	35



A LOOK AHEAD: OBJECTIVES FOR 2021

EMPOWERMENT OF WOMEN

With both the women's sewing enterprise and initiative at the Hub stalled by COVID-19 for much of 2020, there is now a need to support the women of the community in getting back up and running. In March, training will recommence and is due to be supported by the addition of new tables, lighting, and ventilation. Staff on site have also shared the importance of internet connectivity in the sewing center to allow students to take part in online learning and continue to expand their skill repertoire. This additional training is vital to ensuring the skills the women are learning are up to date, increasing the sustainability of their learning. There are also plans to develop foundational business skills, to allow the women to launch a website, create pamphlets, and expand their exposure to more profitable markets.

Alongside maintaining the program in its current state, more women are interested in receiving training. In order for this to be possible, additional equipment and additional space is needed. During the pandemic new machines were purchased to allow current graduates to work from home, which proved a successful strategy, something which should be further developed in coming years.

In addition to the sewing initiative, as discussed, several women in the Hub have learned to make handmade artisanal soap, through the 2020 Soap Campaign. The success of this pilot project has led to a new goal for 2021 to further expand the project and make connections with local hotel chains.

The work of the both the education and women empowerment pillars will be supported by the acquisition of several new plots of land adjacent to the Hub. The land will be used to expand on the Foundation's focus on "learn through play", providing a much-needed activity area across the street from the Hub. In addition to this play area, a "fale" will be built for a monthly market where the women have a safe and secure place to sell their goods. Just beyond the new play-space and market area, expansion of the Hub programs in 2021 will include the building and implementation of a Community Centre for skill development.

HEALTH

Healthcare is the glue that allows the first two pillars - education and empowerment - to thrive. COVID-19 brought the importance of adequate access to basic healthcare to the forefront. There is a significant gap in healthcare access, exacerbated by the pandemic, and placing a strain on the current clinic. The need to expand is evident, including: more treatments rooms, a larger pharmacy area for dispensing medications, increased volumes of medications, access to diagnostic tools. Building a second story and hiring staff will be required.

The new land, as discussed above, will also benefit the Foundation's health access initiative. The additional space will make it possible to create a waiting area for longer lines, of socially distanced patients, attending the health clinic cross the street from the Hub.

CONCLUSION

Conclusion

This report highlights the continuous efforts to grow programs, combat challenges, and to address the needs of a developing community. The Foundation maintains its commitment to its donors, contributors, and volunteers to approach this work with a critical eye, a focus on sustainability, and the flexibility to adapt. In a time of such uncertainty, the Foundation is ever grateful for ongoing corporate sponsorship and support, helping to bridge the gap between where the community is and where it strives to be. By maintaining flexibility to adapt and respond quickly to change and upholding the principles of sustainable development, the Foundation hopes to continue to empower the people Pucallpa to be the leaders in their own futures.



ACKNOWLEDGEMENTS

Acknowledgements

On behalf of the Pure Art Foundation Board, we would like to thank all of our donors and corporate sponsors who allow us to continue our work of sustaining and expanding programs at the Pure Art Hub of Hope in Pucallpa, Peru. We are truly grateful. With special thanks to Scotiabank for their long-term support of targeted Pure Art Foundation initiatives in the communities of Pucallpa. Together we are helping disadvantaged families rise from poverty, through education and economic resilience. This continued collaborative effort in Latin America is particularly significant in the uncertain times we find ourselves in.

